

Transcript of Proceedings, 9/17/2007
Volume II

Public Service Commission of Wisconsin
RECEIVED: 09/26/07, 4:48:01 PM

1 BEFORE THE
2 PUBLIC SERVICE COMMISSION OF WISCONSIN
3 - - - - -
4) Docket No.
5 715 AREA CODE RELIEF) 05-TN-100
6) - - - - -
7
8 TRANSCRIPT OF PROCEEDINGS
9 OPEN PUBLIC HEARING
10 VOLUME 2
11
12
13
14 Reported By:
15 LYNN M. BAYER, RPR, RMR,
16 Gramann Reporting Ltd.
17 (414) 272-7878
18
19
20
21 HEARING HELD: TRANSCRIPT PAGES:
22 September 17, 2007 44 - 55, Incl.
23 Eau Claire Senior Center EXHIBITS:
24 Eau Claire, Wisconsin (None.)
25 7:00 p.m.

Transcript of Proceedings, 9/17/2007
Volume II

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

A P P E A R A N C E S

NEUSTAR REPRESENTATIVE:

JOSEPH R. COCKE, Senior NPA Relief Planner, North
American Numbering Plan Administration, 1445 East
Los Angeles Avenue, Suite 301-N, Simi Valley, CA 93065.

OF THE COMMISSION STAFF

GARY EVENSON, Telecommunications Division

JOYCE DINGMAN, numbering team

KATHY BAKKE, numbering team

FROM THE PUBLIC

ROD STETZER, Chippewa Herald

PHIL DINGES, WEAU TV 13

MARTY GREEN, Former manager WAXX WAYY

JAKE McCORMICK, Leader-Telegram

NATALIE McNAMER, T-Mobile USA

(FOR INDEX SEE BACK OF TRANSCRIPT.)

Transcript of Proceedings, 9/17/2007
Volume II

1 MS. DINGMAN: We'll get started. Hi.
2 Welcome to the 715 public hearing. My name is Joyce
3 Dingman, and I'm one of the staff members on the
4 numbering team at the Public Service Commission
5 which we'll just call the PSC.

6 I'd like to introduce a couple of other
7 folks. First, Kathy Bakke, she's the head of the
8 numbering team at the PSC.

9 MS. BAKKE: Hello.

10 MS. DINGMAN: This is Gary Evenson, he's
11 the administrator of the telecommunications division
12 at the PSC. And Joe Cocke who works with NeuStar
13 which is the North American numbering plan
14 administrator. They're the neutral third-party that
15 handles numbering resources throughout all of North
16 America. In a little bit, Joe's going to talk about
17 what's going on with 715, and after that we'll take
18 your questions and comments.

19 (Discussion off the record.)

20 MS. DINGMAN: Thanks. Before we go on and
21 ask for folks' comments, I wanted to check and see
22 if anybody had questions with any of the information
23 we've given out so far? Yes.

24 MR. DINGES: How come you can't use any
25 numbers from -- for your prefix of 000 through 200?

Transcript of Proceedings, 9/17/2007
Volume II

1 MR. COCKE: Right now the North American
2 numbering plan does not have those prefixes included
3 in those that are assignable. If you were to look
4 at all of the area codes that are in use right now,
5 that first set of those that start with a zero and
6 start with a one are not used right now. And inside
7 of an area code, every area code -- you're correct,
8 every area code has a prefix that starts with a zero
9 or a one and there is 200 of them. And to be able
10 to use those, we would have to have a whole plan,
11 the whole North American numbering plan which would
12 be not just the United States but Canada and the
13 Caribbean countries, they would have to be on a
14 ten-digit basis. You would no longer have
15 seven-digit dialing. Of course, equipment would
16 have to be modified and adjusted in the telecom
17 industry as well. But right now there is, the way
18 we have certain prefixes that if you were to dial
19 just a 00, everything is set up to reach the
20 operator if you just dial zero. So those prefixes
21 right now are not part of the numbering plan.

22 MS. DINGMAN: Any other questions before
23 we go on?

24 MR. GREEN: Nationwide, how many areas do
25 employ the overlay system?

Transcript of Proceedings, 9/17/2007
Volume II

1 MR. EVENSON: From my recollection of
2 looking at the numbers, I think there has been about
3 160 new area codes added over the last 15 years and
4 I think 48 of those use the area code overlay
5 method.

6 MR. GREEN: Is it confined to urban versus
7 rural or is it not caused by any of that?

8 MR. EVENSON: I don't -- I haven't looked
9 in detail at a map. I know that overlays are used
10 in several east coast cities, they're used down in
11 Texas, I recollect that Houston and Dallas I think
12 actually have three area codes working in those
13 areas. So I don't think there is a definitive rural
14 versus urban split.

15 MR. COCKE: I can maybe expand a little
16 bit on that. Like Gary says, Texas has -- there is
17 Fort Worth, Dallas, Houston, Denver has an overlay.
18 In California the area from Malibu -- west LA area,
19 Malibu down the coast -- coast line just got an
20 overlay. Oregon, Portland area, they have an area
21 code overlay. I believe the whole State of Maryland
22 has overlay complexes. And of course in New York.
23 And so the -- and of course Illinois is -- has
24 multiple area codes that are planned to go into
25 effect with overlays. And we're -- we just

Transcript of Proceedings, 9/17/2007
Volume II

1 completed an overlay in the 815 area code. It's a
2 pretty large geography. The 630 area code just
3 outside of Chicago is getting an overlay. And there
4 is several that Illinois has decided to overlay.
5 But, you know, there is a lot of rural and urban
6 areas in those area codes in Illinois.

7 So it's really up to the individual
8 Commission whether they want to choose an overlay.
9 Each state is different. We do have splits
10 occurring. New Mexico is going through an area code
11 split. They've always been one -- a single area
12 code state. And they chose to do a geographic
13 split. Kentucky in the 270, they're going to have a
14 split. So it's not that the splits are no longer
15 happening, but there has been a trend of more
16 overlays in the last few years.

17 MS. BAKKE: I actually have some of the
18 numbers that Mr. Cocke shared with our agency prior
19 to the meeting. And from 1995 to 2000 there were
20 111 new area codes introduced. And of those new
21 area codes, 21 were overlay decisions and 90 were
22 geographic splits. However, from 2001 to 2007,
23 there were 49 new area codes introduced, and of
24 those decisions 27 were overlays and 22 were splits.
25 And I think that speaks to Mr. Cocke's point in

Transcript of Proceedings, 9/17/2007
Volume II

1 recent years there have been more tendencies towards
2 an overlay, but there certainly have been -- it's
3 almost 50/50 for splits versus the overlays.

4 MR. GREEN: Thank you.

5 MS. DINGMAN: Anyone else?

6 MR. DINGES: Has there been a decision on
7 what the new area code would be?

8 MR. COCKE: No, it has not been assigned
9 yet.

10 MS. DINGMAN: Anyone else? No. Okay.
11 Then I'd like to call Marty Green to speak.

12 MR. GREEN: From here or -- ?

13 MS. DINGMAN: That's fine, wherever you
14 want to.

15 DIRECT TESTIMONIAL STATEMENT

16 BY MR. GREEN: I'm retired, but for 30
17 years I was one of the managers of one of the radio
18 station groups here and so I was in business. And I
19 just looked at this and I said the one thing hearing
20 the politicians talking about protecting area code
21 areas, I think the most logical plan is the one that
22 the Commission should look at. I know that the
23 changes that happened in Milwaukee, at one time
24 Green Bay, Appleton, an area I was in at one time,
25 and the whole eastern part of the state was 414.

Transcript of Proceedings, 9/17/2007
Volume II

1 They had to split and come up with a 920 area code.
2 Other things like that.

3 So protecting a geographic area with a
4 715, you know, is this logical. I personally think
5 that the overlay is the worst option because it
6 causes more dialing than the other option.
7 Splitting it geographically seems to make the most
8 sense. Whether it's on the east or the west,
9 whichever part of the area keeps the 715 is
10 secondary to solving the problem of running out of
11 numbers in the existing 715.

12 I think we can all adapt and I know you
13 addressed that people have to get new stationery and
14 things like that, but people in the Green Bay,
15 Appleton, Oshkosh area went through that and the
16 world kept right on spinning on its axis.

17 So whatever is chosen will not be accepted
18 easily by everyone because of things like
19 stationery, all the things you talked about, they
20 are major changes. But dividing this area
21 geographically seems to make the most sense. I feel
22 any plan is better than the overlay for the western
23 part of Wisconsin.

24 MS. DINGMAN: Thank you very much. Anyone
25 else like to speak? No? Okay. Then I just want to

Transcript of Proceedings, 9/17/2007
Volume II

1 remind folks about the comments sheets that are on
2 the table by the front door if you want to write
3 comments out tonight or it will also tell you other
4 ways you can submit comments to the Commission.
5 Thank you very much for coming.

6 MR. GREEN: When does this decision have
7 to be made by? When will -- you say it has to be
8 done by the end of 2009?

9 MS. DINGMAN: My understanding is that the
10 Commission hopes to have this decision made by the
11 beginning of next year.

12 MR. GREEN: By the beginning of next year,
13 and implemented by when?

14 MS. DINGMAN: Well, that's part of the
15 decision too is how long to give -- for the
16 permissive dialing period that Joe was talking
17 about, how long the companies need to make the
18 changes in their systems so that the new area code
19 works. So that's all part of the decision that the
20 Commission will make is how long those periods will
21 be.

22 MR. DINGES: Are these the two proposals
23 that it's been kind of narrowed down to that you
24 only focused on these two, or was that just to show
25 an example of each?

Transcript of Proceedings, 9/17/2007
Volume II

1 MR. COCKE: Well, no, in the handout there
2 are six alternatives that the industry reviewed and
3 looked at. And the industry has recommended the
4 overlay. And they also, in the particular petition
5 they indicated that if a split were to be chosen
6 they recommended alternative 6.

7 MR. DINGES: Okay.

8 MS. DINGMAN: But that doesn't mean,
9 again, that's what the Commission has to do.

10 MR. DINGES: Right, that's just what --

11 MS. DINGMAN: They could draw that line
12 differently if they want to do a split. These are
13 just the two primary ones the industry has
14 recommended.

15 MR. DINGES: Okay.

16 MS. DINGMAN: Anything else? Okay.
17 Thanks a lot.

18 (The hearing concluded at 7:40 p.m.)
19
20
21
22
23
24
25

Transcript of Proceedings, 9/17/2007
Volume II

1 STATE OF WISCONSIN)

2 MILWAUKEE COUNTY)

3

4 I, LYNN M. BAYER, RMR, Certificate of Merit
5 Reporter with the firm of Gramann Reporting Company, 710
6 North Plankinton, Suite 710, Milwaukee, Wisconsin, do
7 hereby certify that I reported the foregoing proceedings,
8 and that the same is true and correct in accordance with
9 my original machine shorthand notes.

10

11

12 _____
Lynn M. Bayer

13 Certificate of Merit Reporter

14

15

16

17

18

19

20

21

22

23

24

25

Transcript of Proceedings, 9/17/2007
Volume II

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

I N D E X

EXAMINATION

PAGE

DIRECT TESTIMONIAL STATEMENT BY MR. GREEN

50

E X H I B I T S

EXHIBIT NO.

DESCRIPTION

PAGE ID'D

(No exhibits were marked for identification.)